Developer Platform

The new Twitter Developer Platform
Open to everyone




Twitter Dev
@TwitterDev
We believe in an open Developer Platform.
10:20 PM · Oct 14, 2022

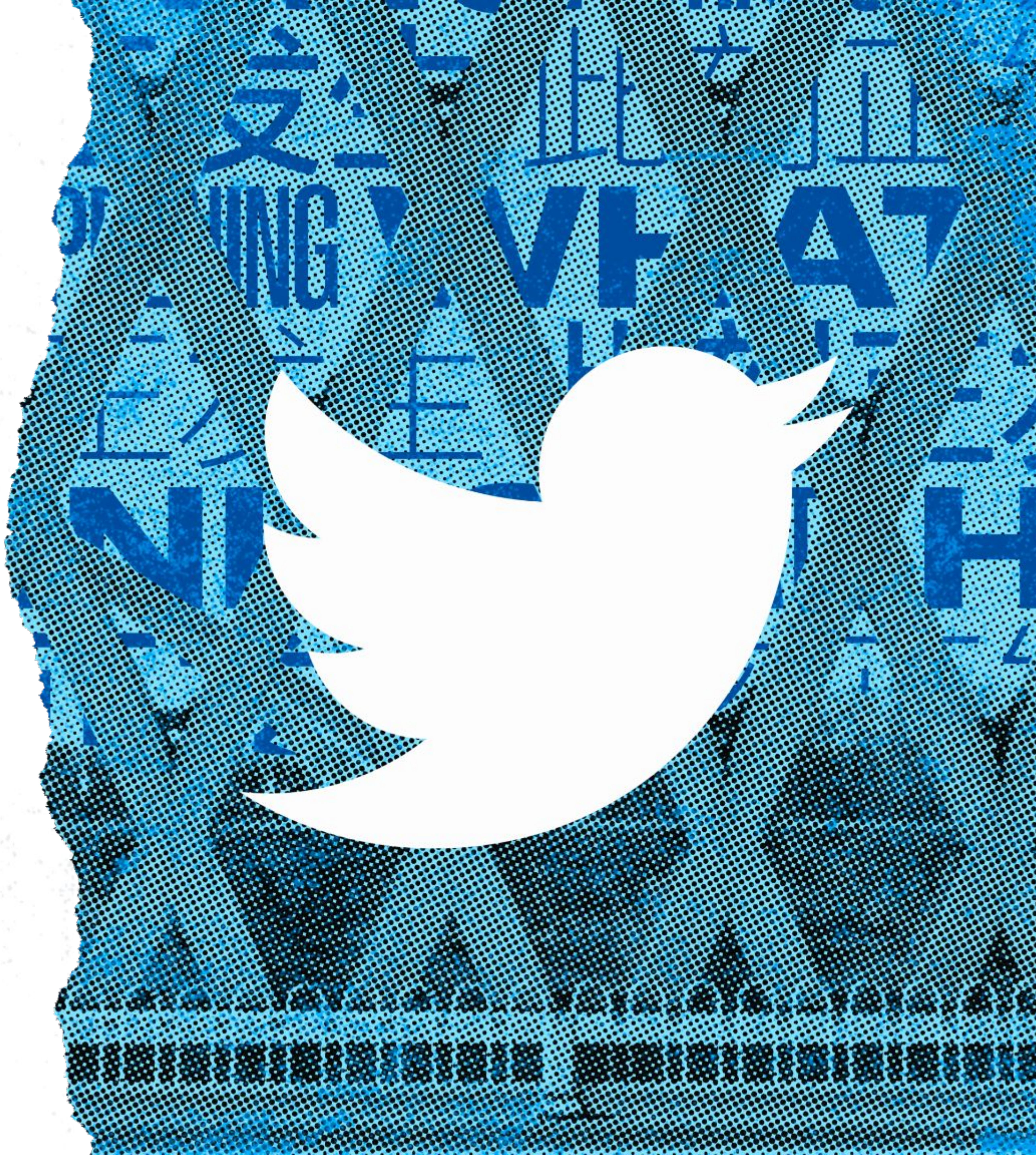
You can get started at no cost **right now.**

Go to t.co/signup now to gain access.



We’re Twitter.

- We’re small but mighty
- We have an extensive roadmap, and we’ll hardly get to the bottom of it



Twitter is a global community - and you're a big part of it.



Our mission is simple

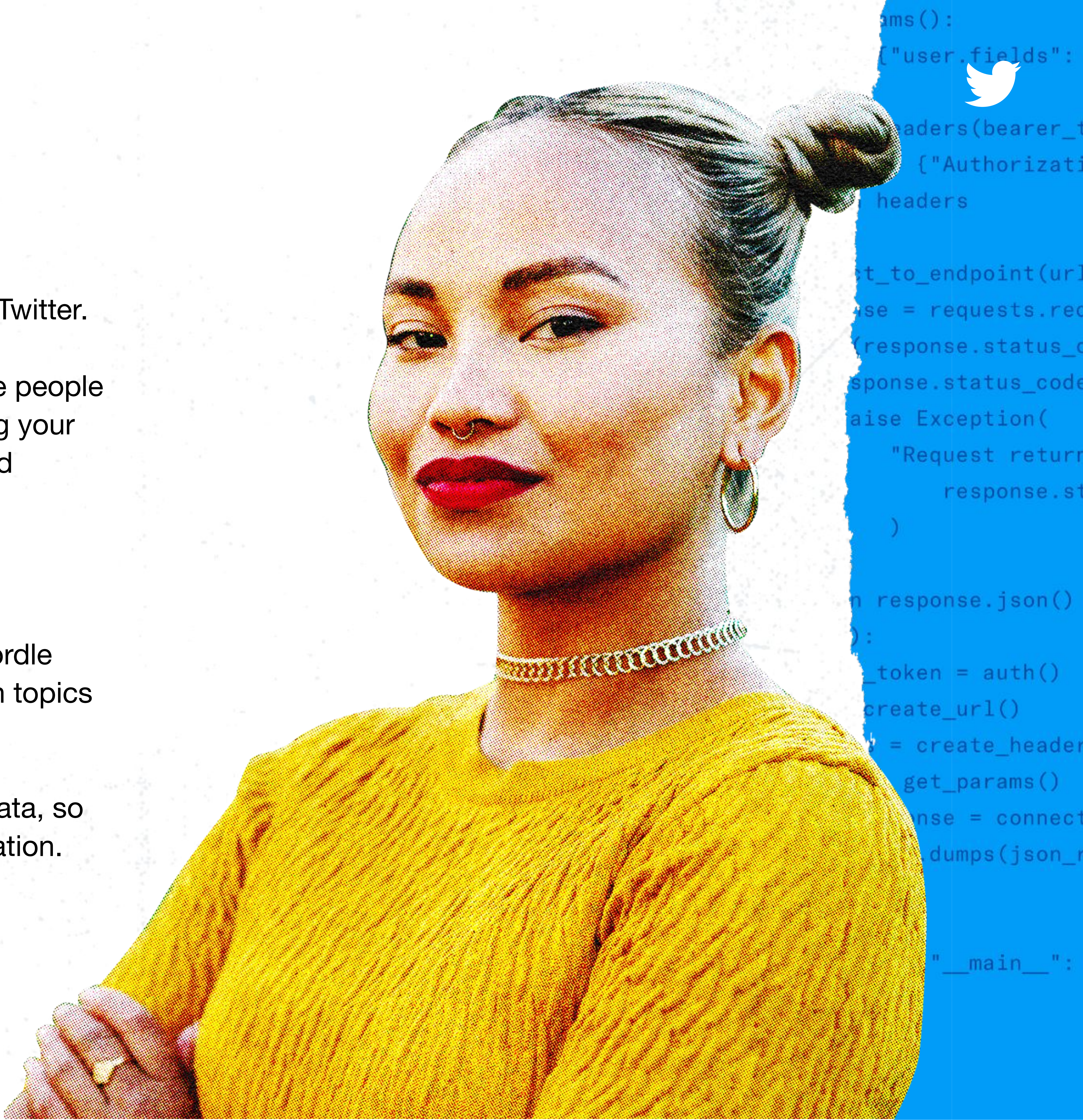
We want you to help create the best experience for all people on Twitter.

→ People on Twitter who authorize your Twitter app are the same people on the main Twitter experience. Our goals are all about making your apps successful. We want to enable you to have the reach and visibility you need to grow your app.

→ Content on Twitter has phenomenal reach and visibility.

- Just think - in the early weeks of 2022, love it or hate it, Wordle found an audience on Twitter. Many other conversations on topics of interest find similar audiences on Twitter every day.

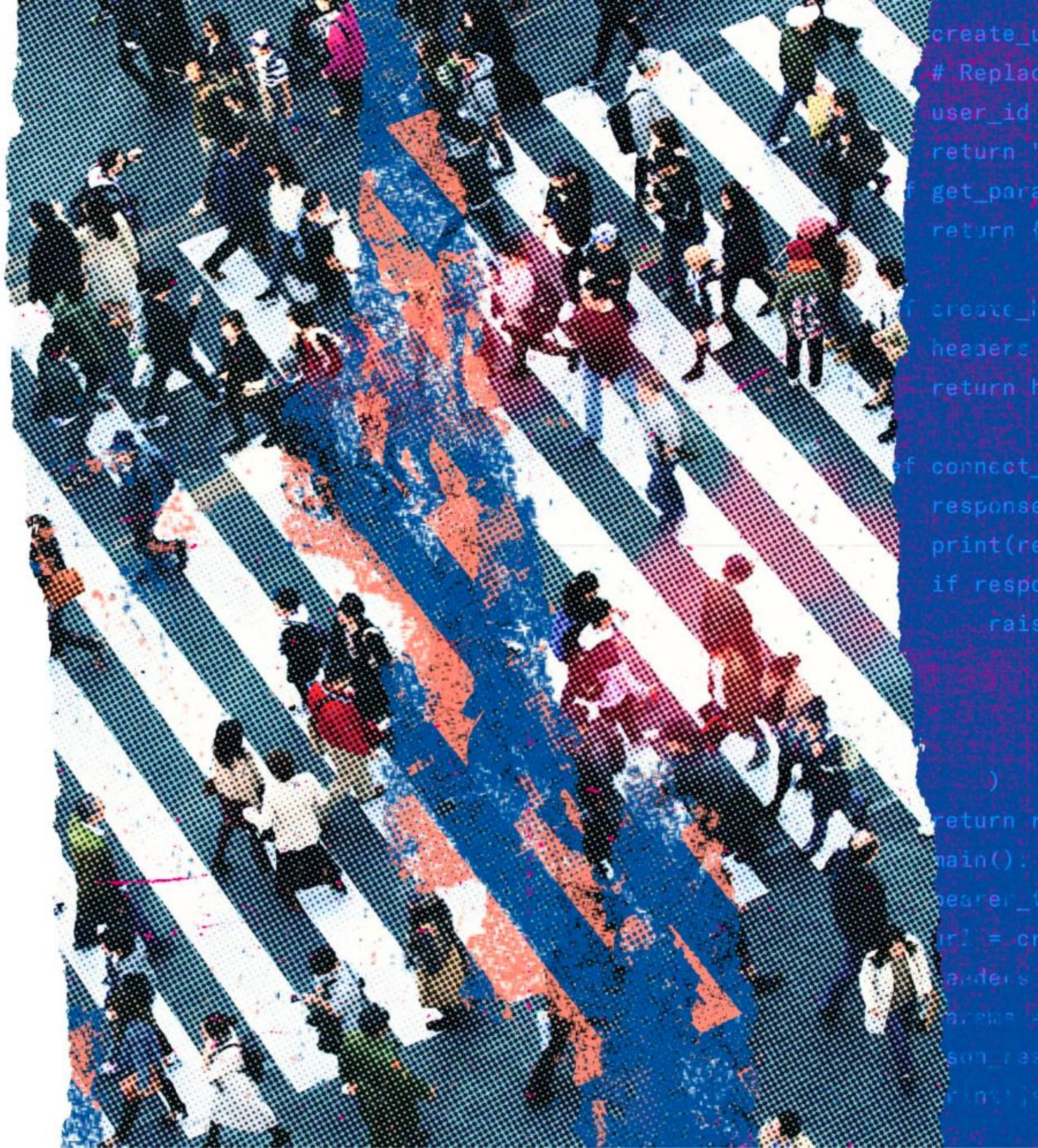
We've made it easier than ever to access our topic and context data, so you can quickly power your new idea with relevant, timely information.



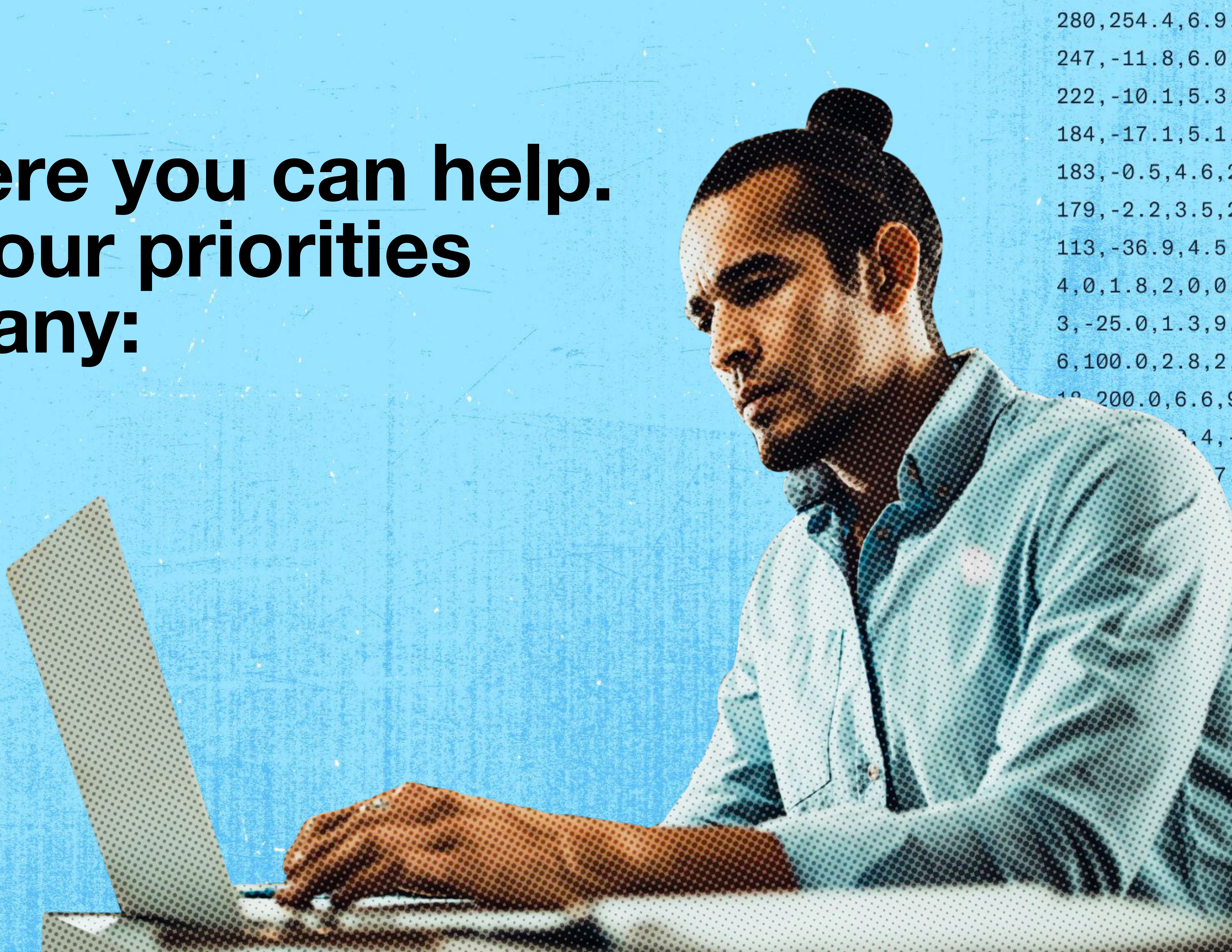
Use cases: what to build



We went through a period where the Developer platform was centered around Twitter data. It’s not just Twitter data anymore — although, we do have lots of data! With Twitter API v2 and beyond, we have created a completely new set of products to help you build the apps of tomorrow.



Here's where you can help. These are our priorities as a company:





Creators

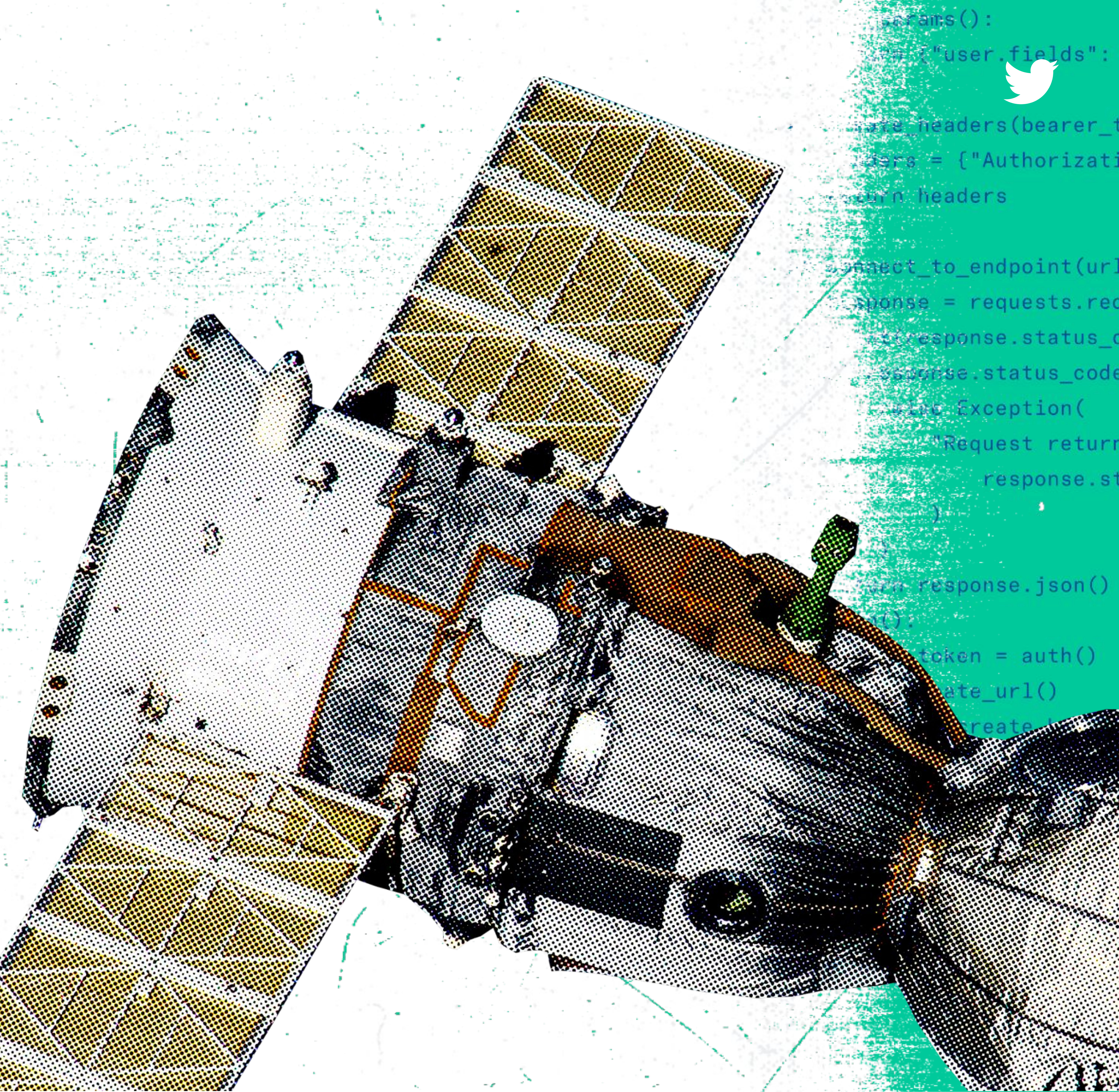
2.5M professionals identify themselves as Creators on Twitter.

This community is massive, and it's still growing. Creator need tools to make their content even more engaging and to understand how that content is performing.



Spaces API

The new Spaces API helps Creators create engaging content. You can build tools to find live and upcoming Spaces even outside Twitter; it also identifies if an audience is growing, and assists in building tools to help Creators engage with their most loyal audience. We built Spaces reach to show you how it can be done. Here’s an example.



Super follows


It is estimated there are over 50 million Creators in the world. And many of them are on Twitter. We recently added the ability for developers to create tools for Super followers, along with a tutorial on how to use it. At the moment this feature is only available in the US, but it will be available more widely in the future.



Cards

We started to talk about the idea of new Tweet formats in a series of Spaces with the developer community in March. We're exploring this area at the moment and want to know: what would you do if you could design your own Tweet formats?





Content curation

Bookmarks

People on Twitter bookmark over one billion Tweets each month — in fact one in three people on Twitter do so! From completing workflows to saving Spotify tracks, the bookmark function is an endlessly useful tool.

But it's not perfect. Yet.

There is still no bookmark search functionality on Twitter, but you can be the one to built it and we can help you get started. There is a massive opportunity to improve the experience, and create apps people love. There's even the opportunity for monetization.



Lists

People need a way to find valuable information easily and to be part of a community. Lists help curate lists of people who are knowledgeable about any given topic. You can create tools to help surface lists and even automatically pin them to the Twitter app so your users can get the information they need in one quick swipe.

You can see this at work today with interest groups such as the Web3 space where people are sharing lists of accounts with one another. You can build apps to automatically pin work-related lists on weekdays while you're working, and funny content when your’re not working. Or when you are, we won’t tell.



Communities

Customized timelines

We ran some Spaces to discuss possible new ideas around alternative timelines and content curation in March. This is an area of exploration and we want to know: What would you like to see changed if you could bring your own algorithm to the home timeline?





Tweet annotations and Topics

If you love to code, you can help others in the community by building tools.

→ We have some SDKs in JS/TS and Java, but not every language

→ We can never cover every platform

→ Lots of other developers rely on open source to get started - you can build and learn from your own communities, like Tweepy and twitter.js and other tools have done.



But wait, there’s more



A more flexible developer platform

The new developer platform is scalable, allowing us to add features (Spaces, Super Follows, etc.) to meet your evolving needs. We've been running Spaces to explore potential new ideas like new Tweet formats, and timeline customization.

Growing into the future

Our priorities span from helping small and medium businesses to further interconnected with technologies in the Web3 and crypto space.

Tools to give you greater visibility and reach

Your creativity is unlimited, and we want to help you innovate, build and gain visibility via the Toolbox, in meetups like this one, or in our livestreams on Twitch or on Twitter Spaces. Get started now: t.co/signup.



Examples and demos

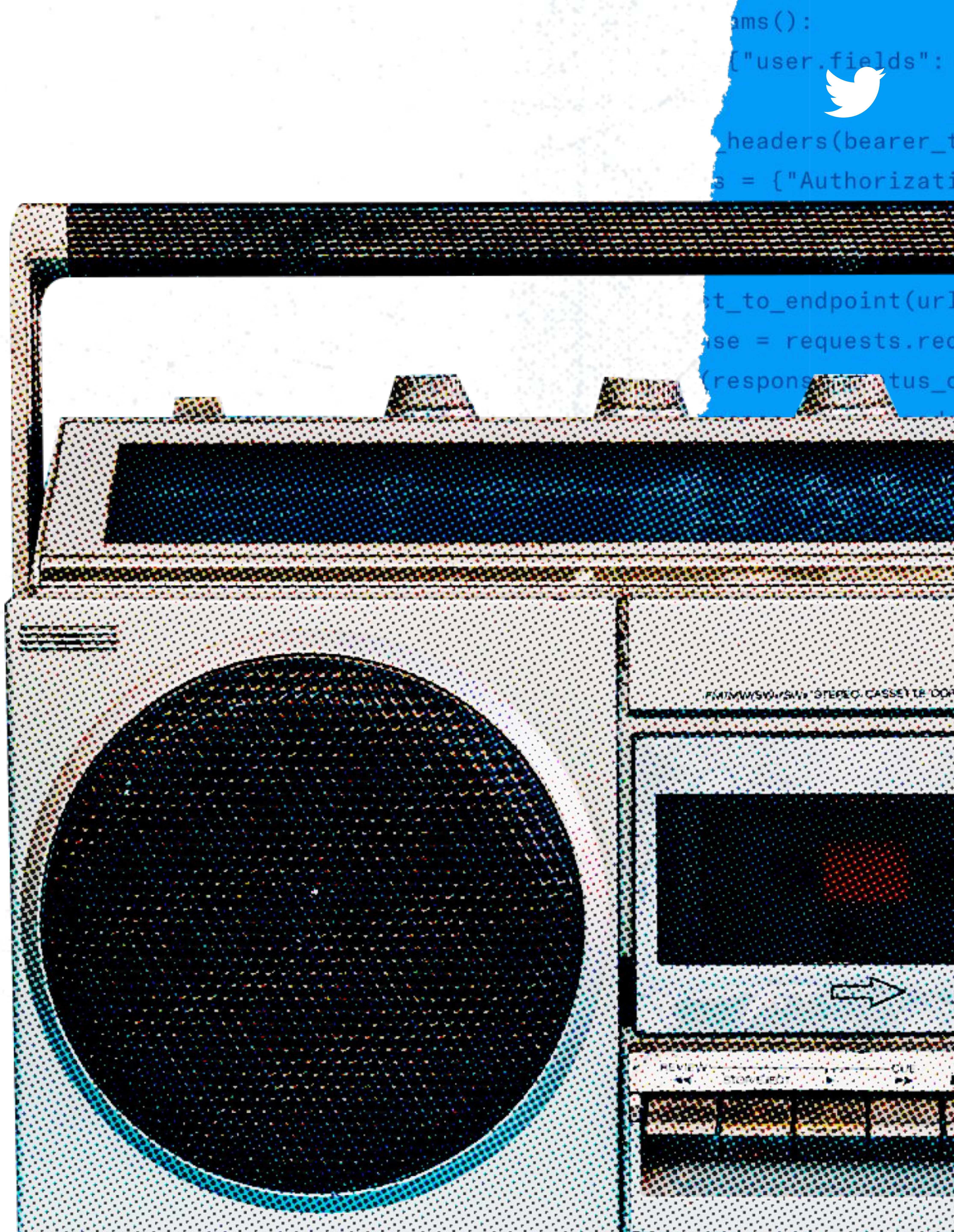


For this section of a talk or an event, we can choose from a selection of options.

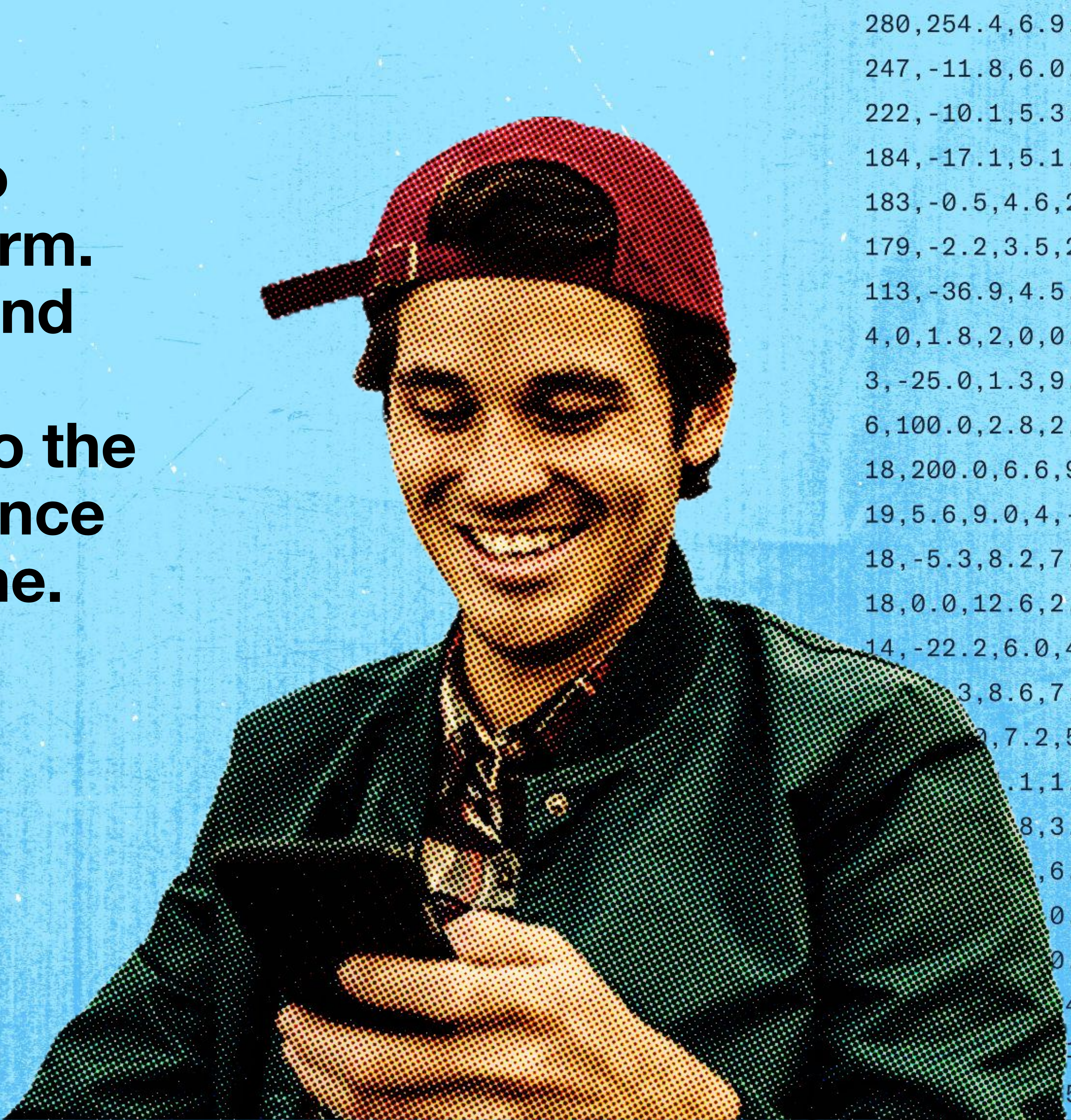
- For Twitter-hosted / run / with a DevRel speaker, look to demo our API tools, Postman and sample apps.
- For external speakers, have them show how their tools and products work.

Examples that can be highlighted in slides or live:

- Creators
- Ilo analytics and Direcon are two interesting apps that help do that.
  - Typefully help you create and schedule beautiful threads.
  - Content curation
- Tweet annotations and Topics



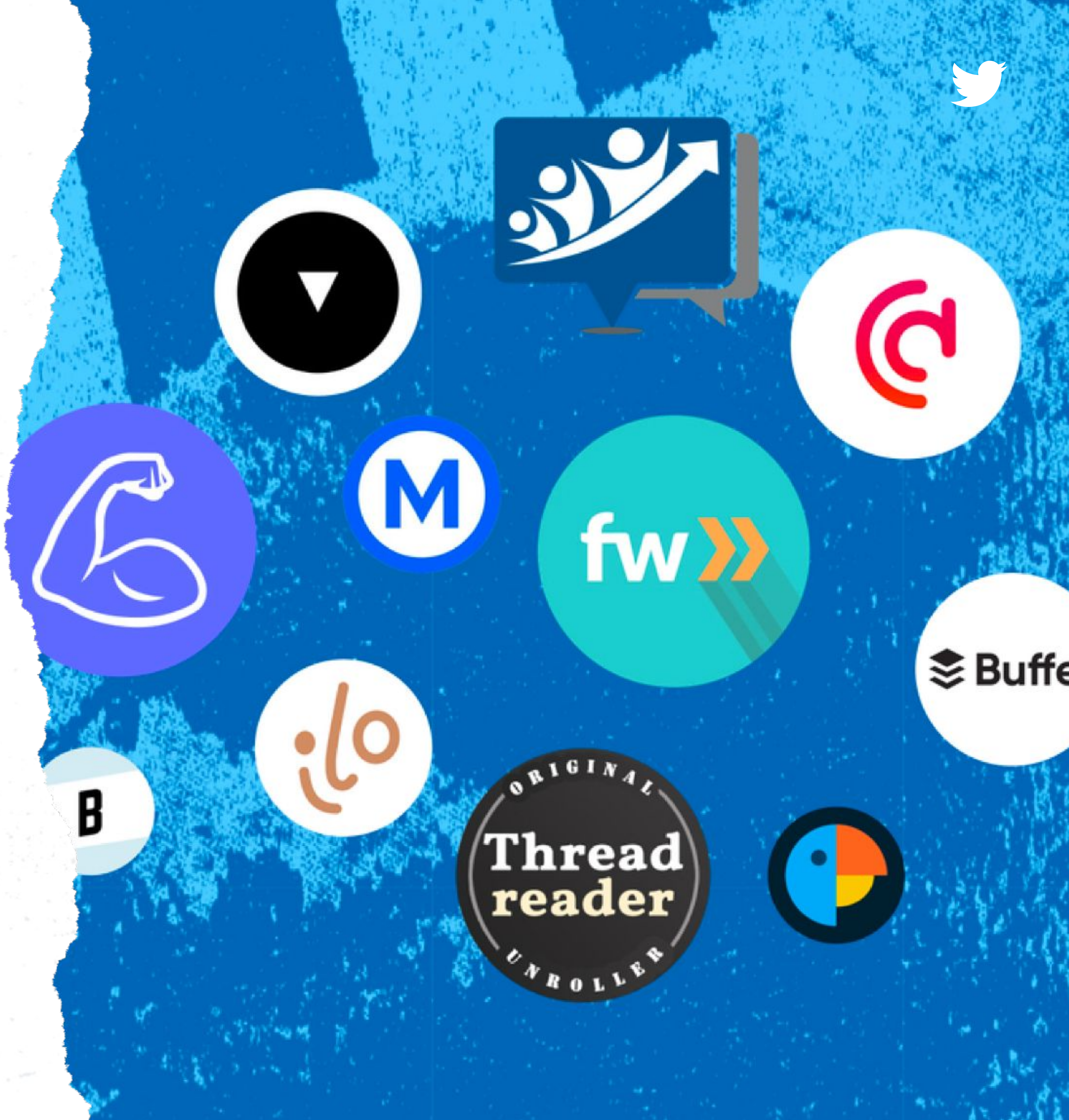
We want to encourage you to build good bots on the platform. There are so many creative and wonderful bots out there! We recently added bot labeling to the platform to make the experience more transparent for everyone.



Twitter Toolbox

is a hub where people will easily discover, learn more about, and quickly sign-up for third-party developer tools that enhance the Twitter experience. Tools are bots, on-Twitter enhancements, or off-Twitter experiences that you invent.

We're experimenting with showing users some of these tools inside of the Twitter experience when they take certain actions. For example, maybe there are other tools that could help users to manage their block lists.



Where to learn more

When you're building with Twitter, you're never alone.

We — the TwitterDev team, Developer Relations — are your advocates, and we're on Twitter(!), as well as in our developer forums, and providing sample code on GitHub, Glitch, and Spaces and live streams. We're creating new tools around the API that help you to get started and to learn more quickly.

You'll also find other communities of makers around the world. There are Slack communities, Discord servers for different code projects, and many more places to contribute and ask questions.



Thank you

